In the Claims:

1-2. (Canceled)

3. (Withdrawn) A method of conducting an online shopping session comprising:

identifying a user to an on-line store or virtual storefront by reference to a login identifier presented through a user interface displayed on a user computer;

recalling a list of products associated with the user;

presenting products from said list to the user for selection;

receiving user selections of products to be purchased;

receiving an indication that the user is finished selecting products; and

thereafter querying the user regarding possible purchase of an item not selected by the user but on said recalled list, before completing the online shopping session with said on-line store or virtual storefront.

4. (Withdrawn) A computer storage medium having instructions thereon causing a computer to perform the process of claim 3.

5. (Withdrawn) The method of claim 3 which includes selecting said item in accordance with a procedure that depends, in part, on the passage of a predetermined interval of time without the user selecting said item for purchase.

6. (Withdrawn) The method of claim 3 that includes selecting said item only if the total price of items selected by the user meets a pre-determined criterion.

7. (Previously Presented) A method comprising:

through a user-interface presented by a shopper's computer, signing-in a shopper to an on-line store or virtual storefront;

logging the shopper's habits or preferences exhibited in the on-line store or virtual storefront, in one or more database records associated with that shopper; and

using the logged information in connection with bricks and mortar shopping by said shopper.

8. (Canceled)

9. (Withdrawn) In a method of purchasing products online from a first vendor, through shopper interaction with a user interface of a shopper computer, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual –representations of items for sale on said shopper's computer, wherein items of potential interest to the shopper are presented more prominently than other items, and that includes identifying items of potential interest by reference to the shopper's prior activity in a bricks and mortar store, wherein said reference to the shopper's prior activity in a bricks and mortar store facilitates purchasing products online from said first vendor by said shopper.

10-11. (Canceled)

12. (Withdrawn) The method of claim 3 in which the item not selected by the user, but on said recalled list associated with the user, is a dessert or cookie item.

13. (Withdrawn) The method of claim 3 in which the item is the subject of said query only if said item has not been purchased by the user for a predetermined period.

14. (Withdrawn) The method of claim 3 in which the item is the subject of said query only if the user has demonstrated a prior purchasing habit related to said item, and the omission of said item is not in accordance with said demonstrated habit.

15. (Withdrawn) The method of claim 9 wherein said activity is activity in a bricks and mortar store associated with the first vendor.

16. (Withdrawn) The method of claim 9 wherein said activity is a shopping activity.

17. (Withdrawn) In a method of purchasing products online from a first vendor, through shopper interaction with a user interface of a shopper computer, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual –representations of items for sale on said shopper's computer, wherein items of potential interest to a shopper are presented more prominently than other items, and that includes identifying items of potential interest by reference to the shopper's prior activity in a bricks and mortar store, wherein said items of potential interest include at least one item that the shopper has not previously purchased from said first vendor.

18. (Withdrawn) In a method of purchasing products online from a first vendor, through shopper interaction with a user interface of a shopper computer, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual –representations of items for sale on said shopper's computer, wherein items of potential interest to the shopper are presented more prominently than other items, and that includes identifying items of potential interest by reference to the shopper's prior shopping history, where said history includes transactions with a second vendor different than said first vendor

19. (Withdrawn) In a method of purchasing products online from a first vendor, through shopper interaction with a user interface of a shopper computer, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual –representations of items for sale on said shopper's computer, wherein items of potential interest to the shopper are presented more prominently than other items, and that includes identifying items of potential interest, at least in part, by sensing identification data from products while at the shopper's residence.

20. (Canceled)

21. (Currently Amended) ~~The method of claim 20~~ **A method of facilitating on-line shopping comprising:**

  collecting data about products of interest during a shopper's visit to a bricks and mortar store ;

  the shopper later signing-on to an on-line store or virtual storefront over the internet, from a shopper's computer, to commence an online shopping session; and

  using the collected data in said shopper's online shopping session with the online store or virtual storefront;

  wherein at least certain of the products of potential interest are not purchased by said shopper during said visit to said store.

22-25. (Canceled)

26. (Currently Amended) ~~The method of claim 1 in which~~ **A method comprising:**

sensing indicia from selected items offered for sale in a bricks and mortar store, and compiling a list therefrom;

storing said list in a data structure associated with a user;

said user later signing-on to an on-line store or virtual storefront over the internet, from a user's computer;

said on-line store or virtual storefront using said list to present to said user a customized selection of items on a display of the user's computer; and

through use of a user interface of the user's computer, receiving input from the user identifying a subset of items from said customized selection of items, in connection with a purchase transaction of said subset of items from the on-line store or virtual storefront;

wherein the sensing of item indicia in the bricks and mortar store facilitates user shopping in an on-line store or virtual storefront, by enabling customization of the selection of items presented to the user by said online store or virtual storefront; and

wherein the bricks and mortar store is associated with a first vendor, and the recalled list is used by a second vendor different from the first, to present a customized selection of items in an on-line store or virtual storefront.

27. (Withdrawn) The method of claim 3 in which the on-line shopping session is with a first vendor, yet products included on the recalled list include products that the user has not purchased from the first vendor.

28-30. (Canceled)

31. (Currently Amended) ~~The method of claim 30 that~~ **A method comprising:**

providing a mall storefront that displays certain items offered for sale, but does not stock an inventory from which sales of these items can be fulfilled;

providing a sensor device to a customer; and

allowing the customer to handle the displayed products and sense machine readable data from products of interest to the customer, generating an electronic list;

wherein the method includes fulfilling said purchases as if the purchases were made online, by passing said list to a **third party** fulfiller **different than a provider of the mall storefront**.

32. (Canceled)

33. (New) A method comprising:

in connection with a user's expression of interest in a first item available for sale from a first vendor, adding information associated therewith to a data structure associated with the user; and

recalling data from said data structure in connection with presenting to the user information about one or more items offered for sale by a second vendor;

wherein the first and second vendors are different.

34. (New) A method comprising:

in connection with a user's expression of interest in a first item available for sale from a first vendor, adding information associated therewith to a data structure associated with the user;

in connection with a user's expression of interest in a second item available for sale from a second vendor different than the first vendor, adding information associated therewith to said data structure; and

in a subsequent on-line shopping session by said user, populating a presentation of merchandise offerings that is displayed to the user in accordance with information from said data structure.

35. (New) A method comprising:

collecting first user preference data relating to items of a first type, items of the first type being available from a first vendor;

collecting second user preference data relating to items of a second type different than the first, items of the second type being available from a second vendor different from the first;

using said collected first and second user preference data in populating a presentation of merchandise offerings in a hybrid on-line store, the hybrid on-line store presenting a user a single on-line experience from which purchases can be made from disparate vendors, including the first and second vendors, and wherein items purchased from different vendors are respectively shipped by said different vendors.

36. (New) The method of claim 35 wherein items of the first type are grocery items, drugstore items, or floral items, and items of the second type are a different one of said just-listed item types.